



**TOWARD ZERO DEATHS**  
Because your life counts

# Northeast Minnesota TZD Region Crash Data

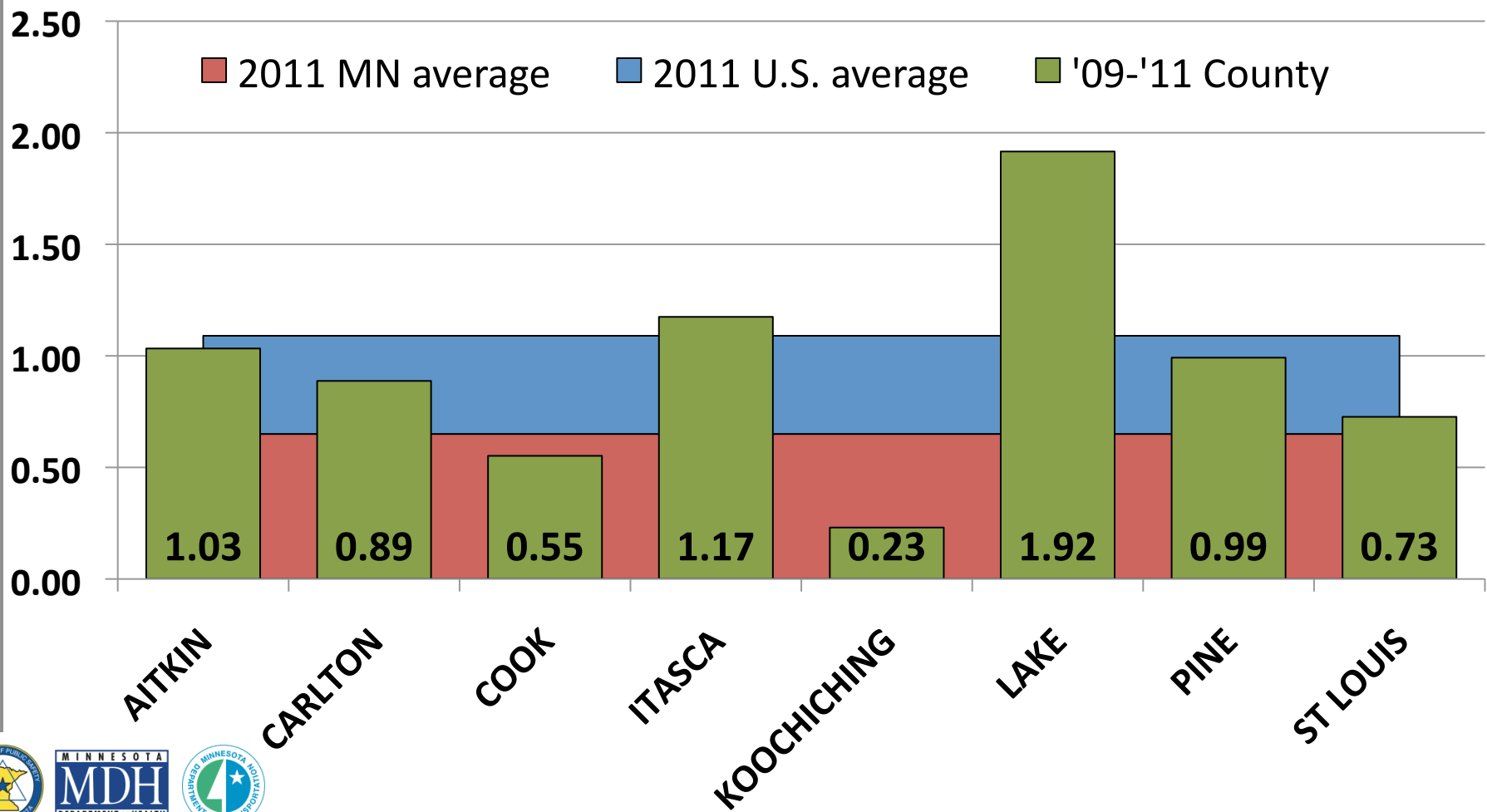
Duluth

May 29, 2013

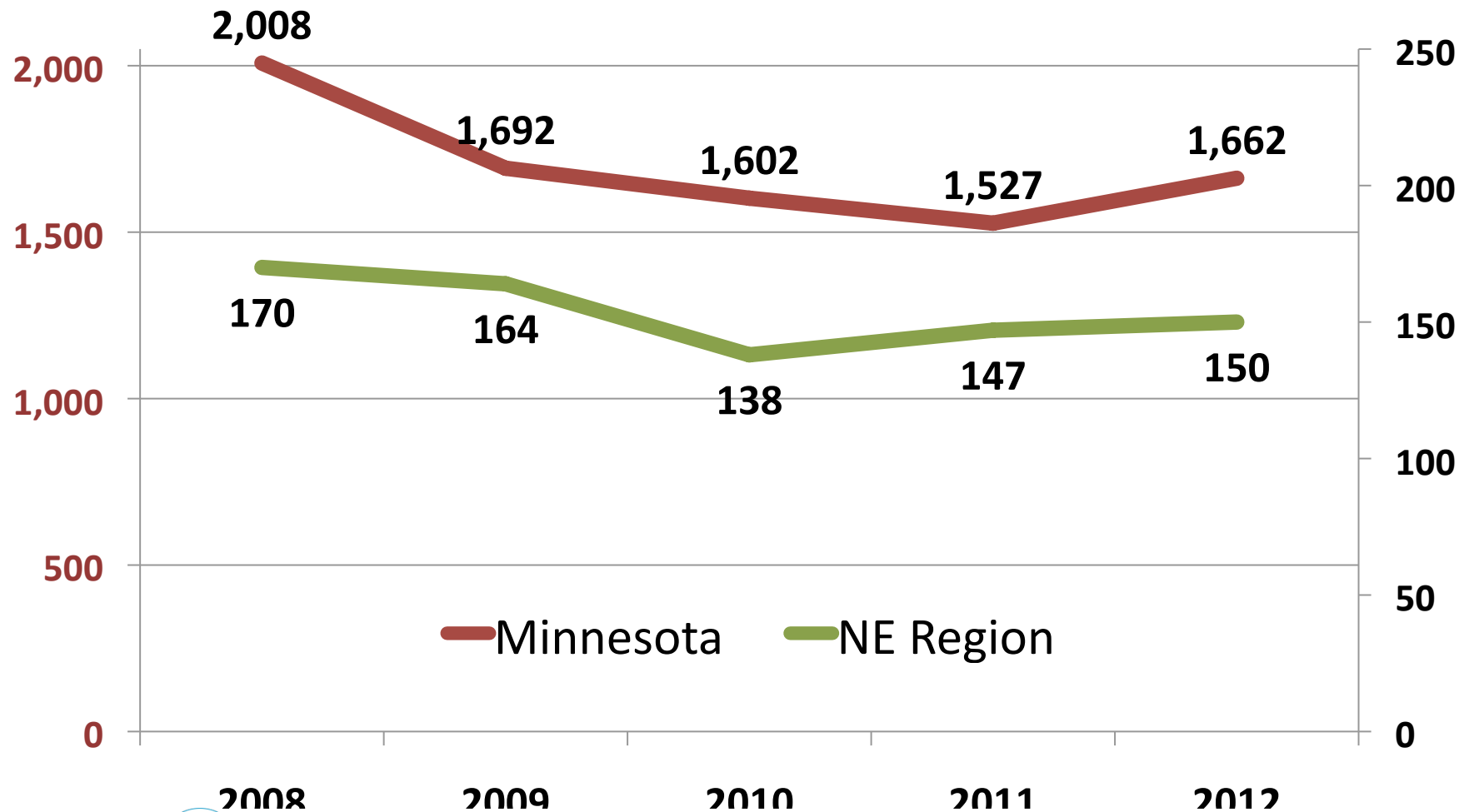


# Northeast Minnesota TZD Region 2009-2011

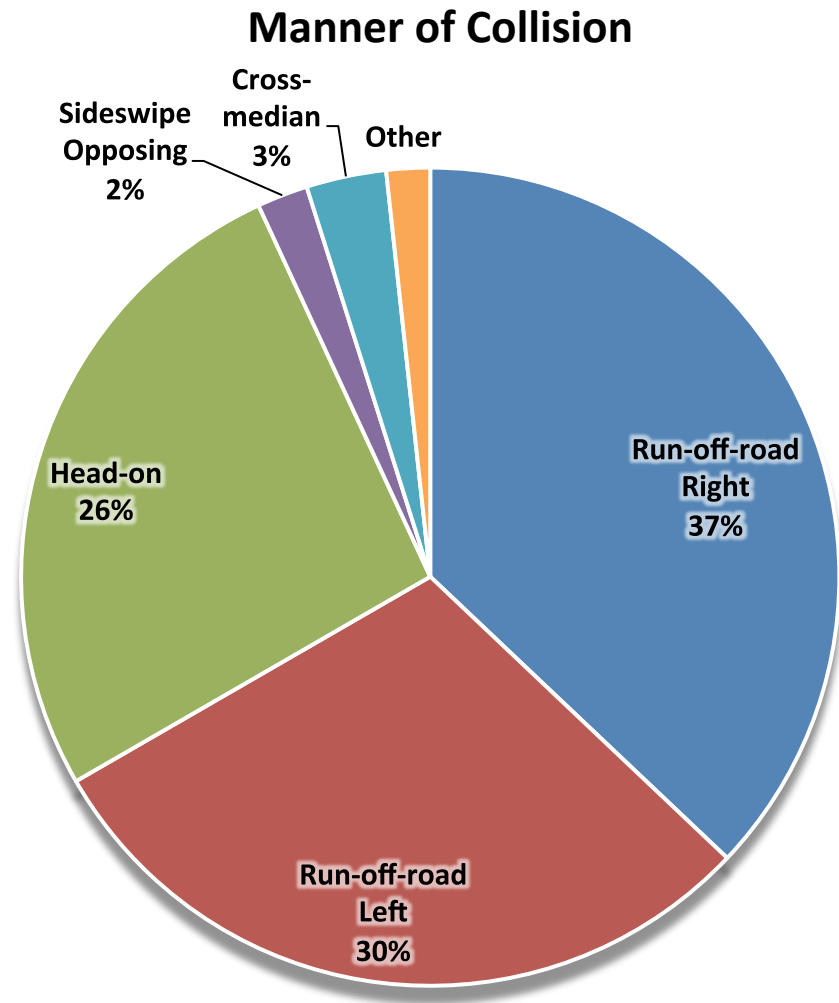
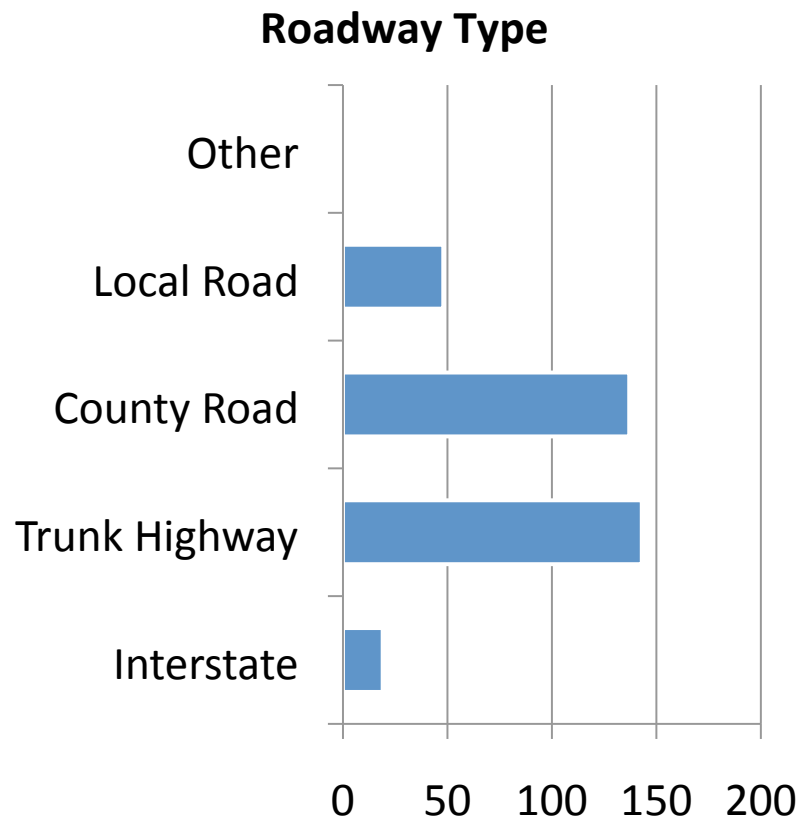
## Fatality Rates per 100M Vehicle Miles Traveled by County



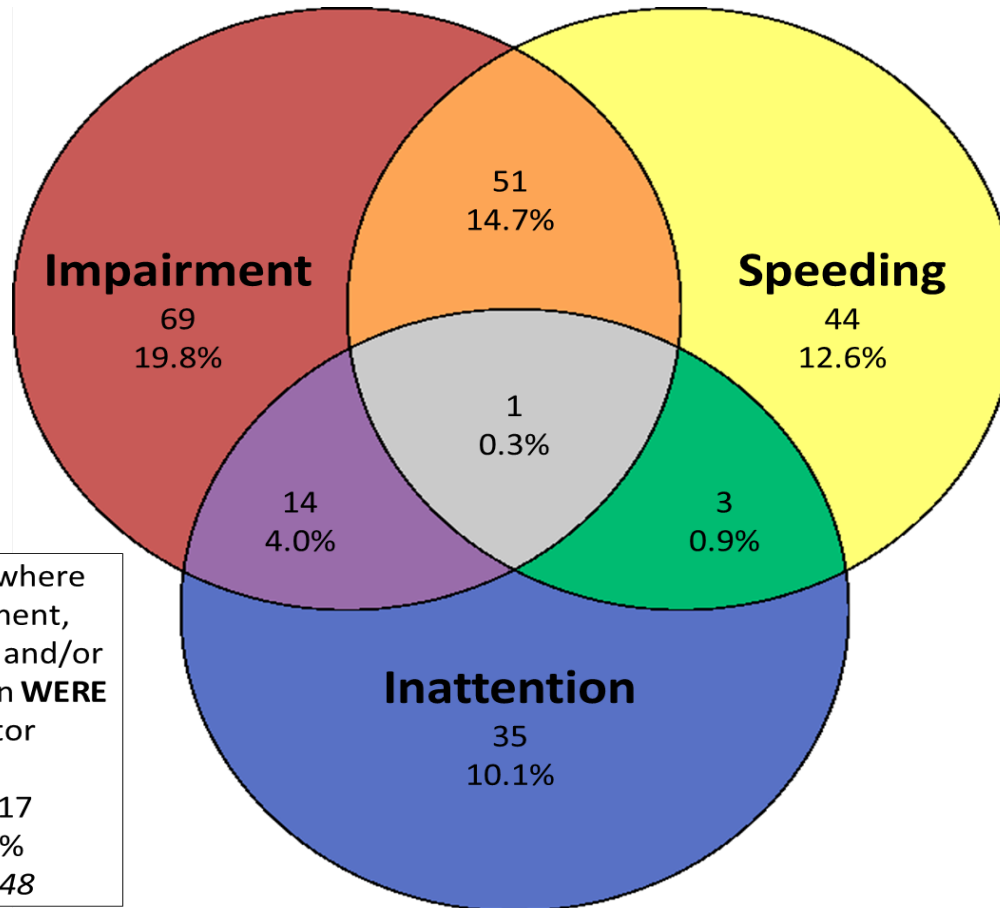
## 2008-2012 Fatalities and Serious Injuries



# Northeast Minnesota TZD Region: Lane Departure Accounts for 52% of all Fatal and Serious Injury Crashes



# Northeast TZD Region Driver's Choices that Lead to Fatal and Serious Injury Lane Departure Crashes



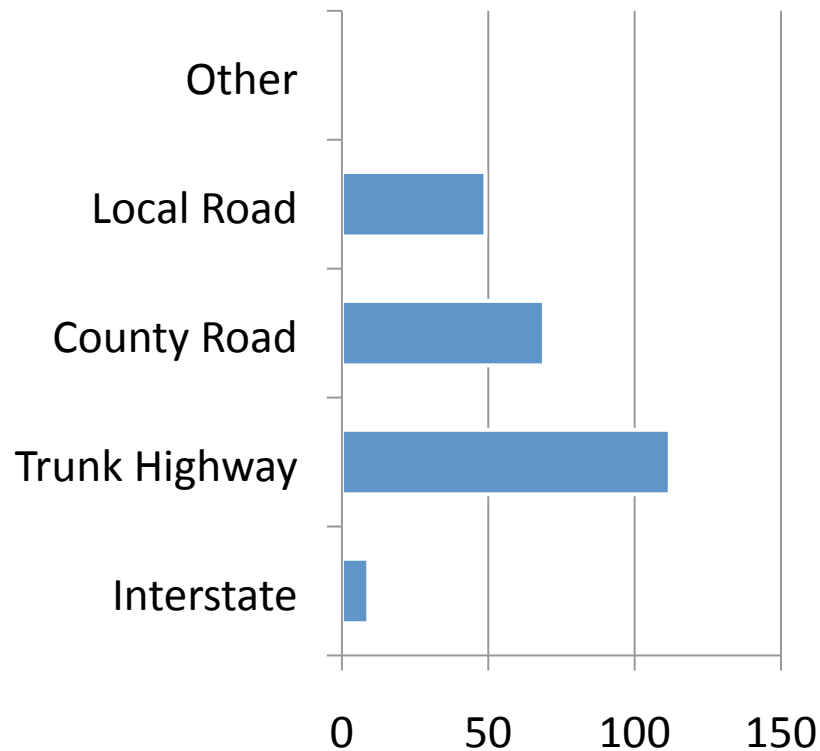
Crashes where impairment, speeding, and/or inattention **WERE** a factor

*n* = 217  
62.4%  
*N* = 348

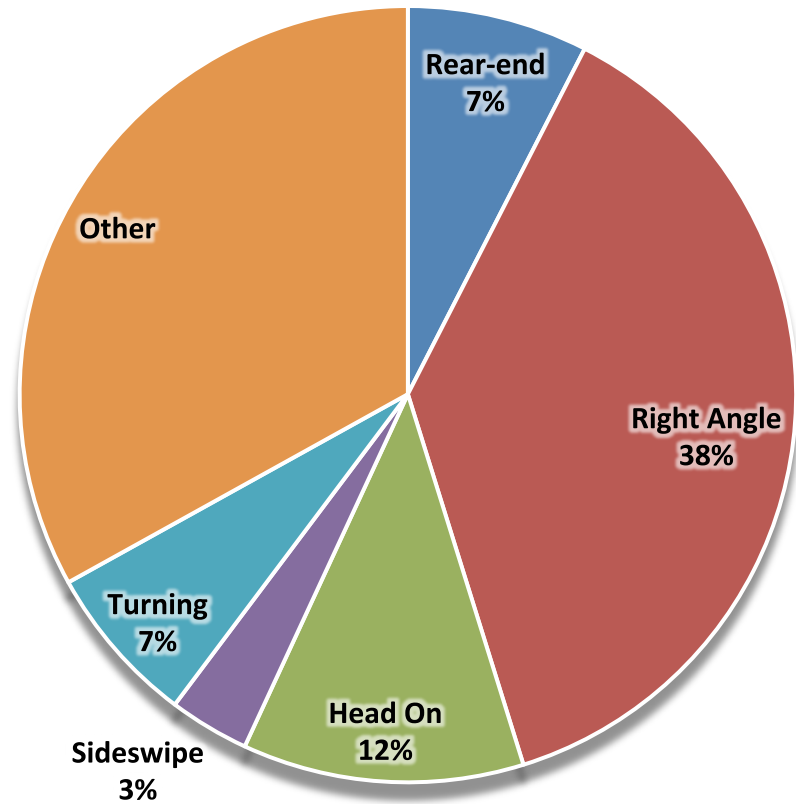
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

# Northeast Minnesota TZD Region: Intersection Crashes Account for 36% of all Fatal and Serious Injury Crashes

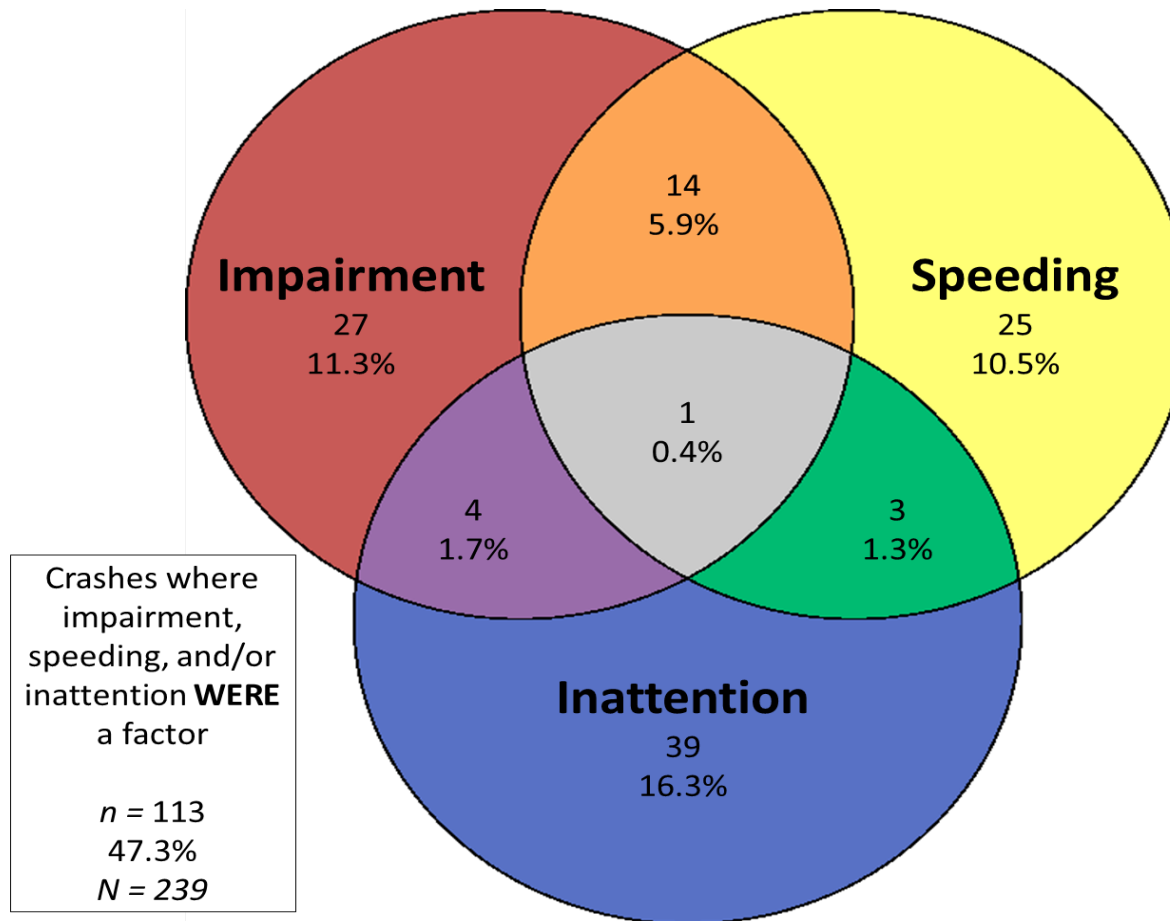
Roadway Type



Crash Diagram



# Northeast TZD Region Driver's Choices that Lead to Fatal and Serious Injury Intersection Crashes



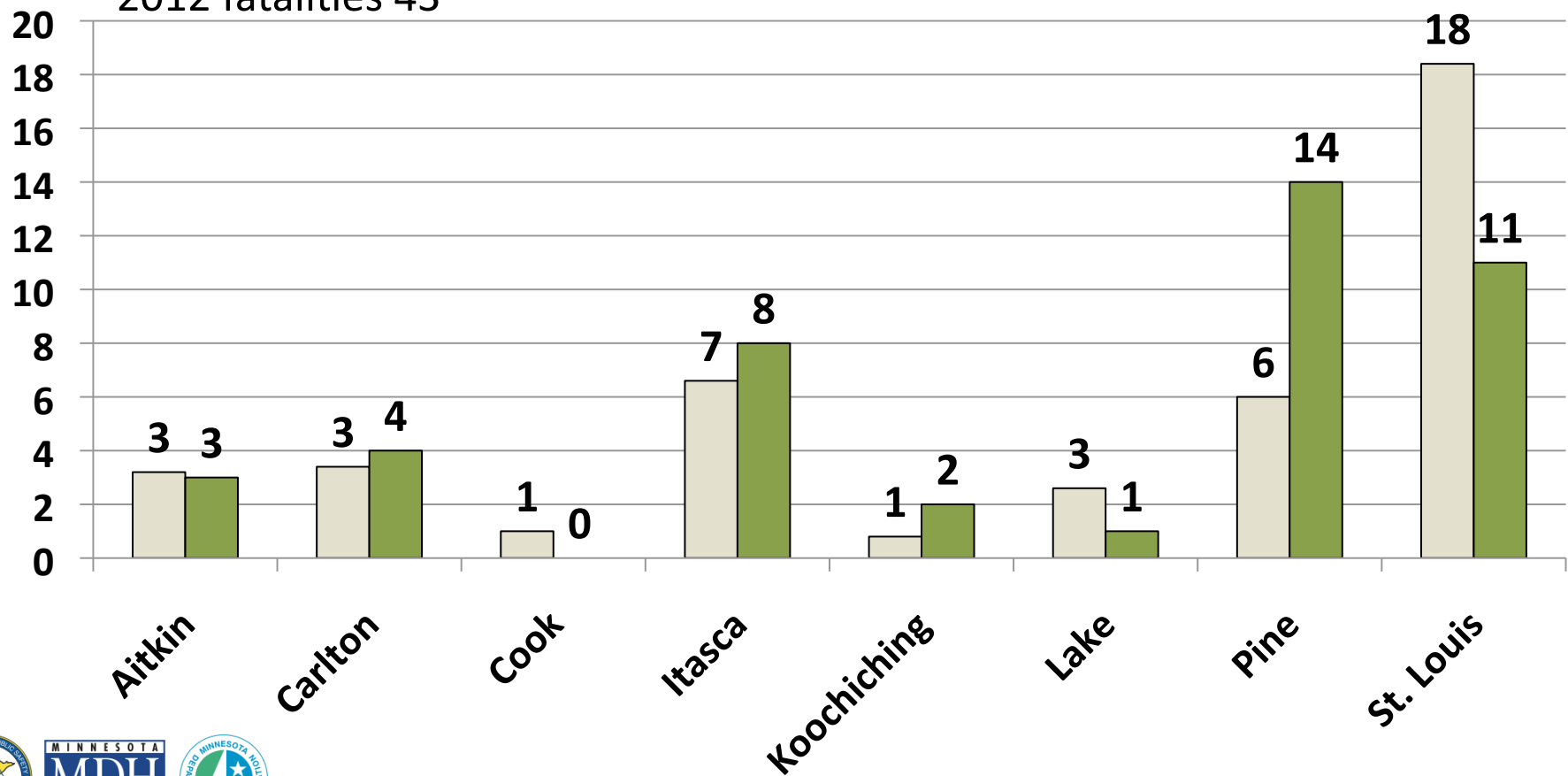
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

# Northeast Minnesota TZD Region

## Fatalities by County, 2007-2012

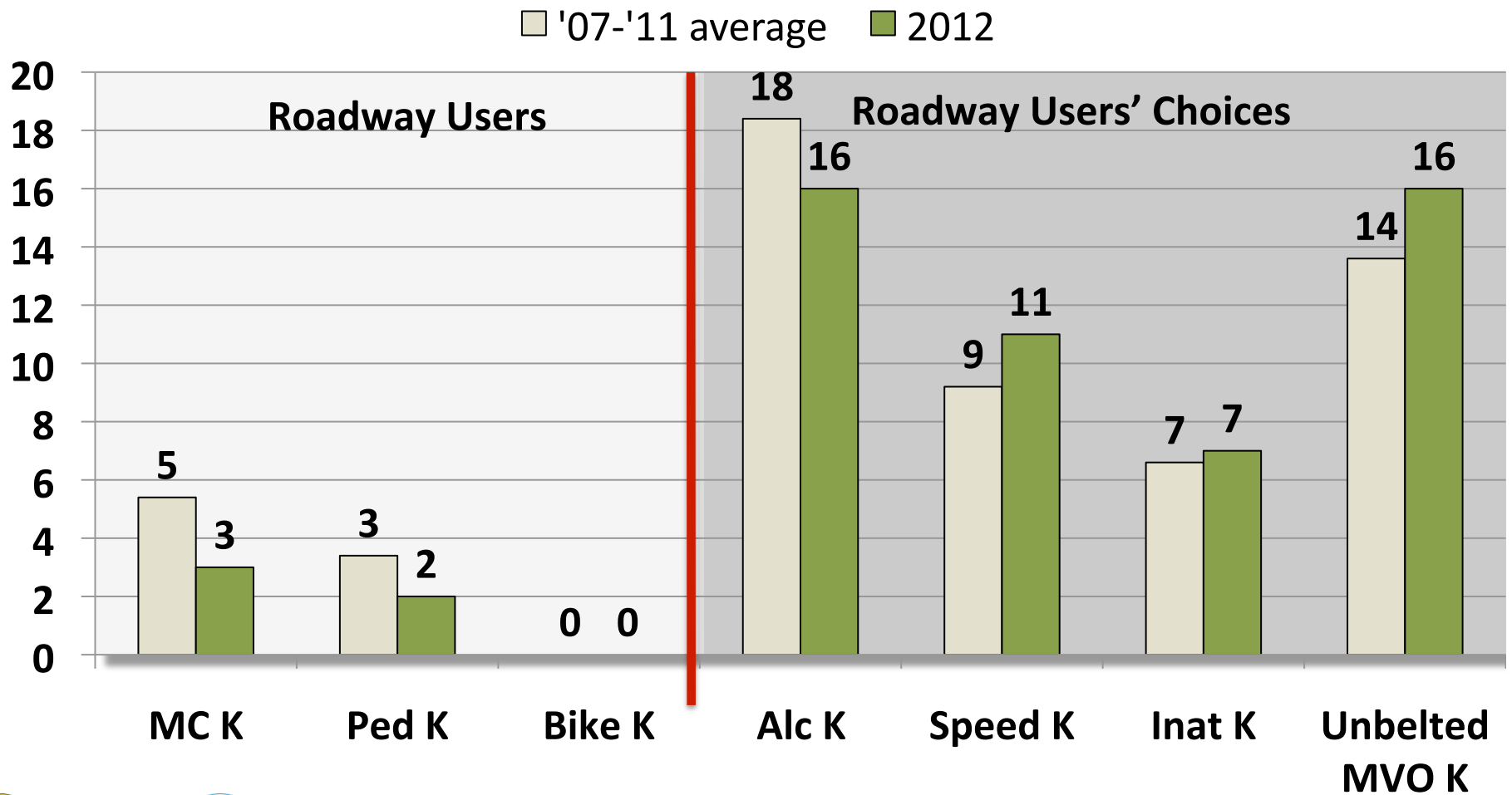
Five year average 42  
2012 fatalities 43

□ '07-'11 average    ■ 2012

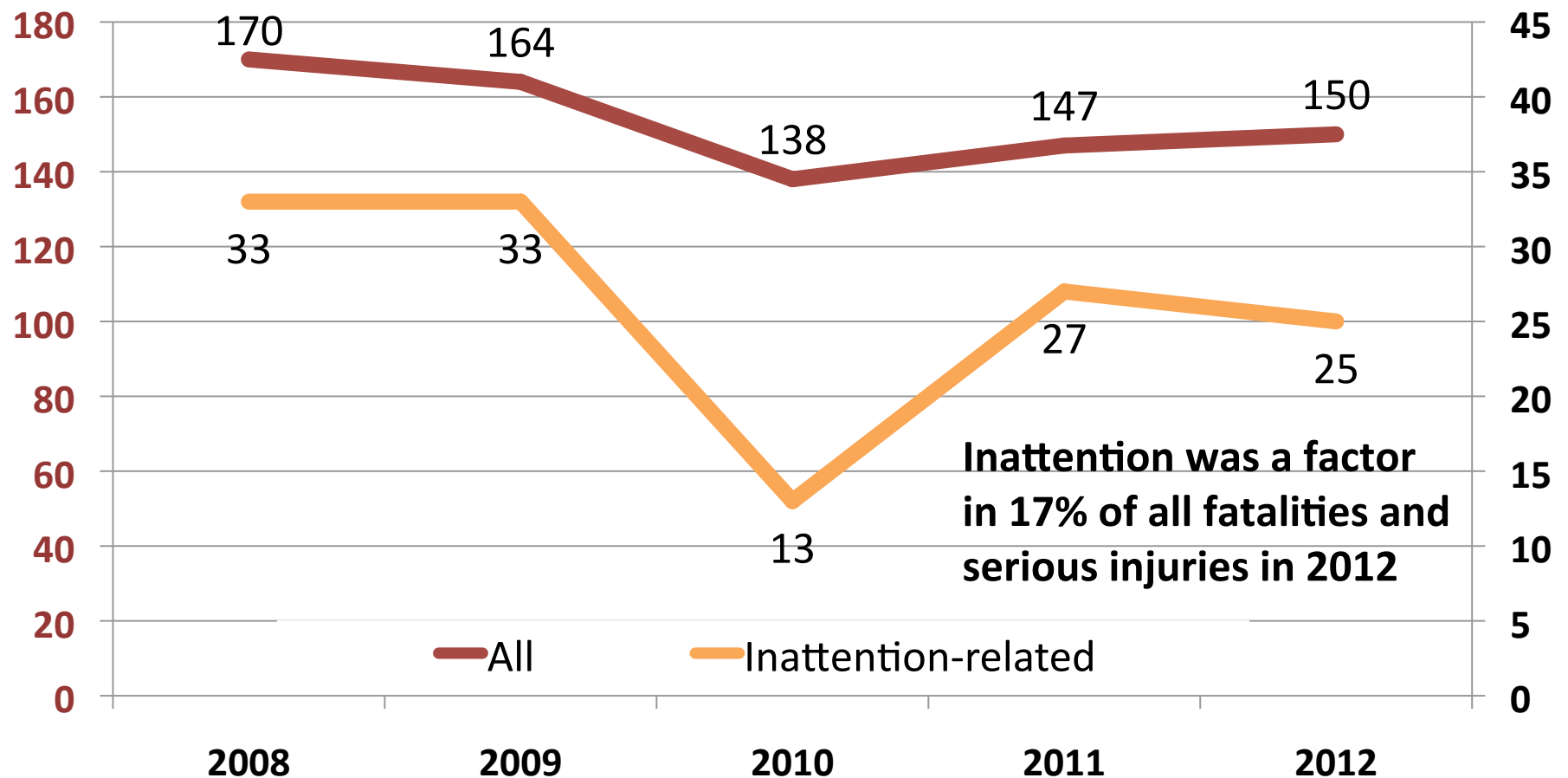




# Northeast Minnesota Fatality Trends, 2007-2012



# Northeast Minnesota TZD Region **Inattention-Related** Fatalities and Serious Injuries, 2008–2012



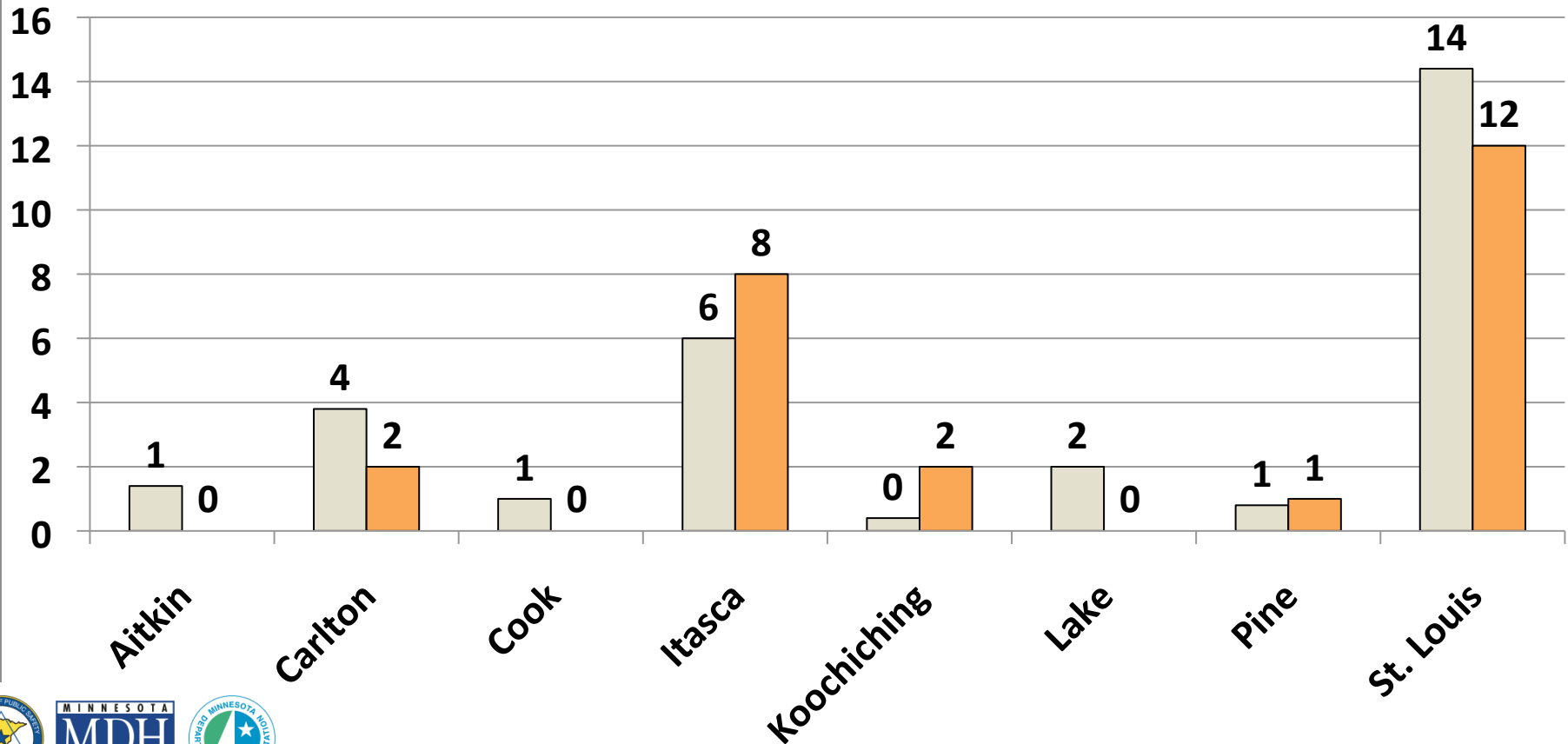
# Northeast Minnesota TZD Region **Inattention-Related** Fatalities and Severe Injuries by County, 2007–2012

Five year average: 30

2012 Inattention-Related: 25

■ '07-'11 average

■ 2012



## Northeast Minnesota TZD Region

### Inattention-Related Audience

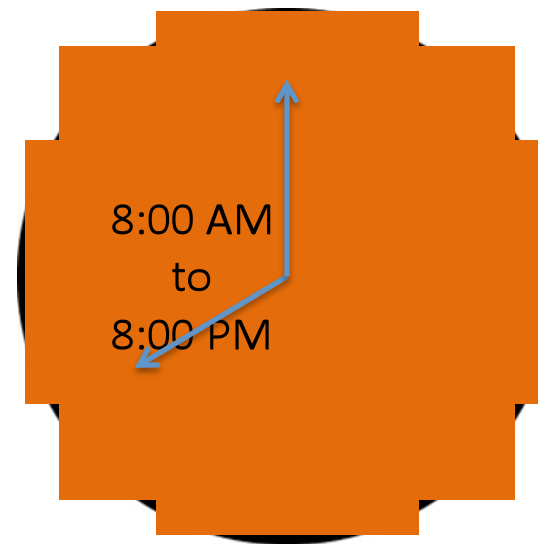
#### § Who?

§ All ages

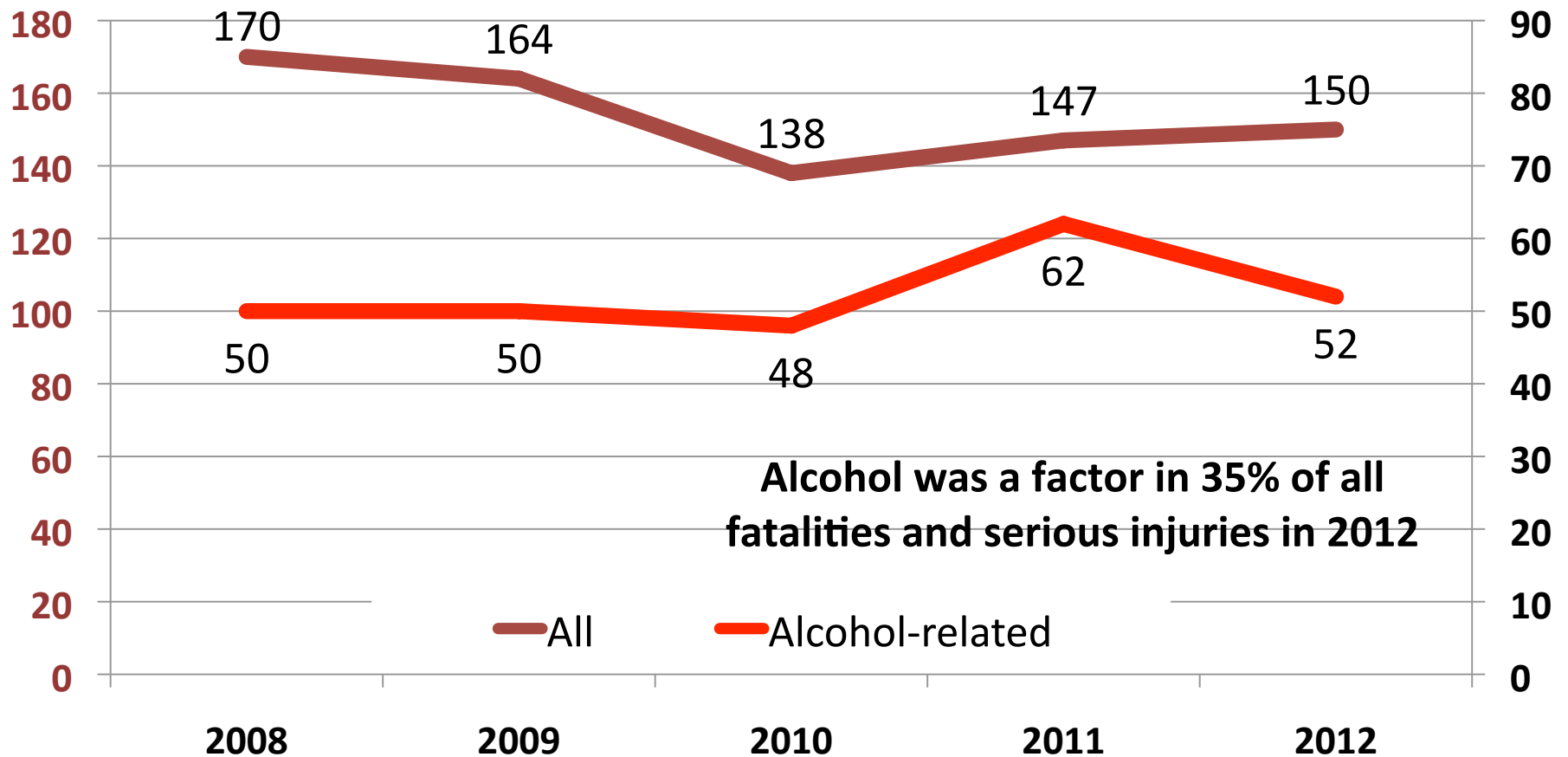
§ Male and Female (females disproportionately affected)

#### § When?

§ “Work hours”



# Northeast Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries, 2008–2012



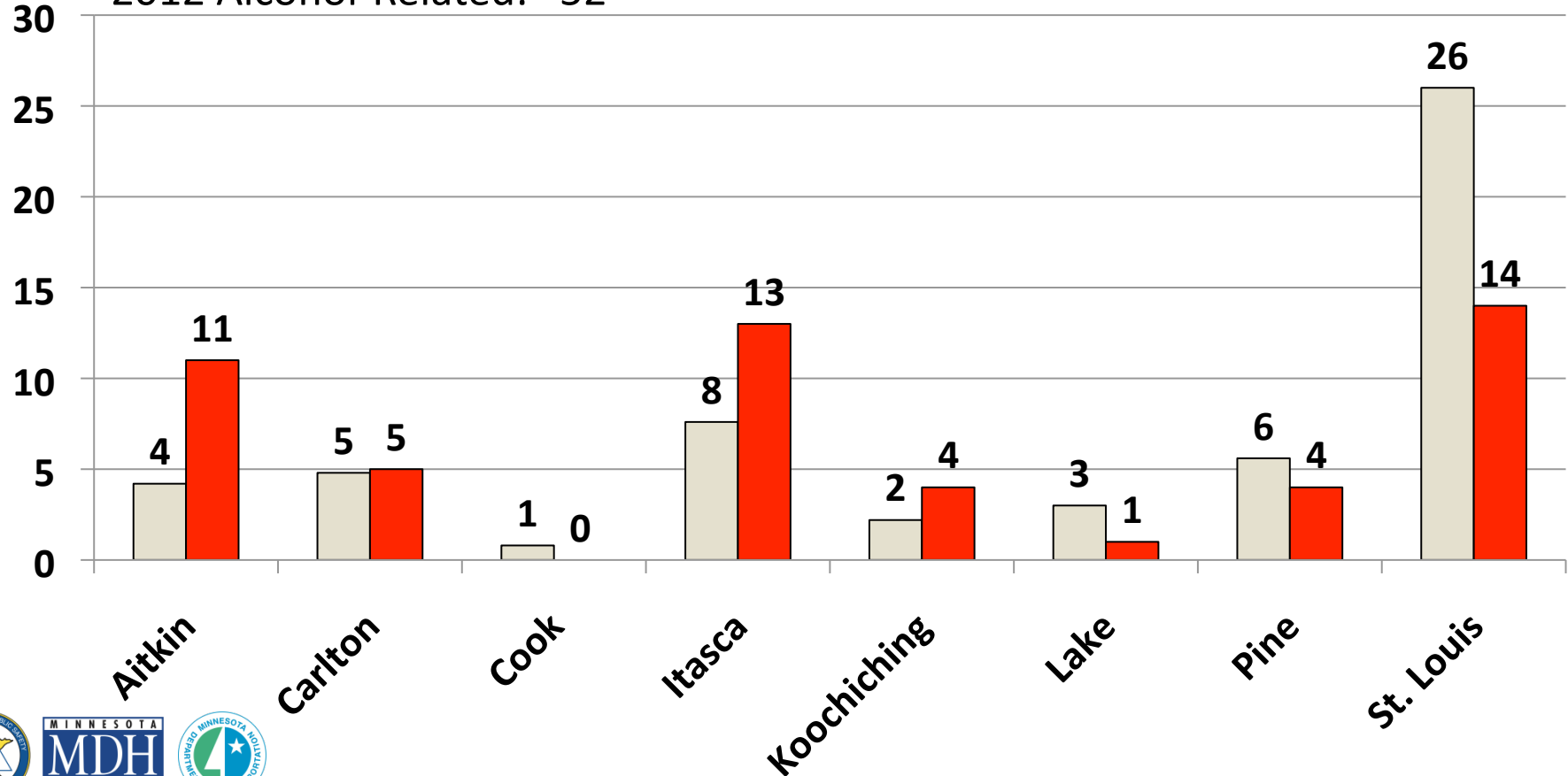
# Northeast Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries by County, 2007-2012

Five year average: 54

2012 Alcohol-Related: 52

□ '07-'11 average

■ 2012



## Northeast Minnesota TZD Region

### Alcohol-Related Audience

#### § Who?

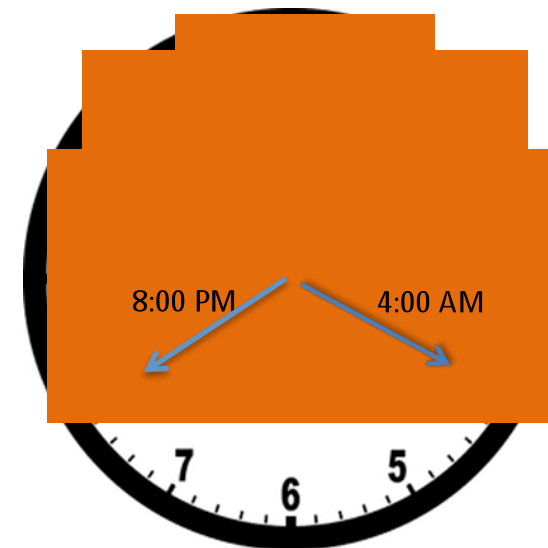
§ Young (21–29)

§ Males

#### § When

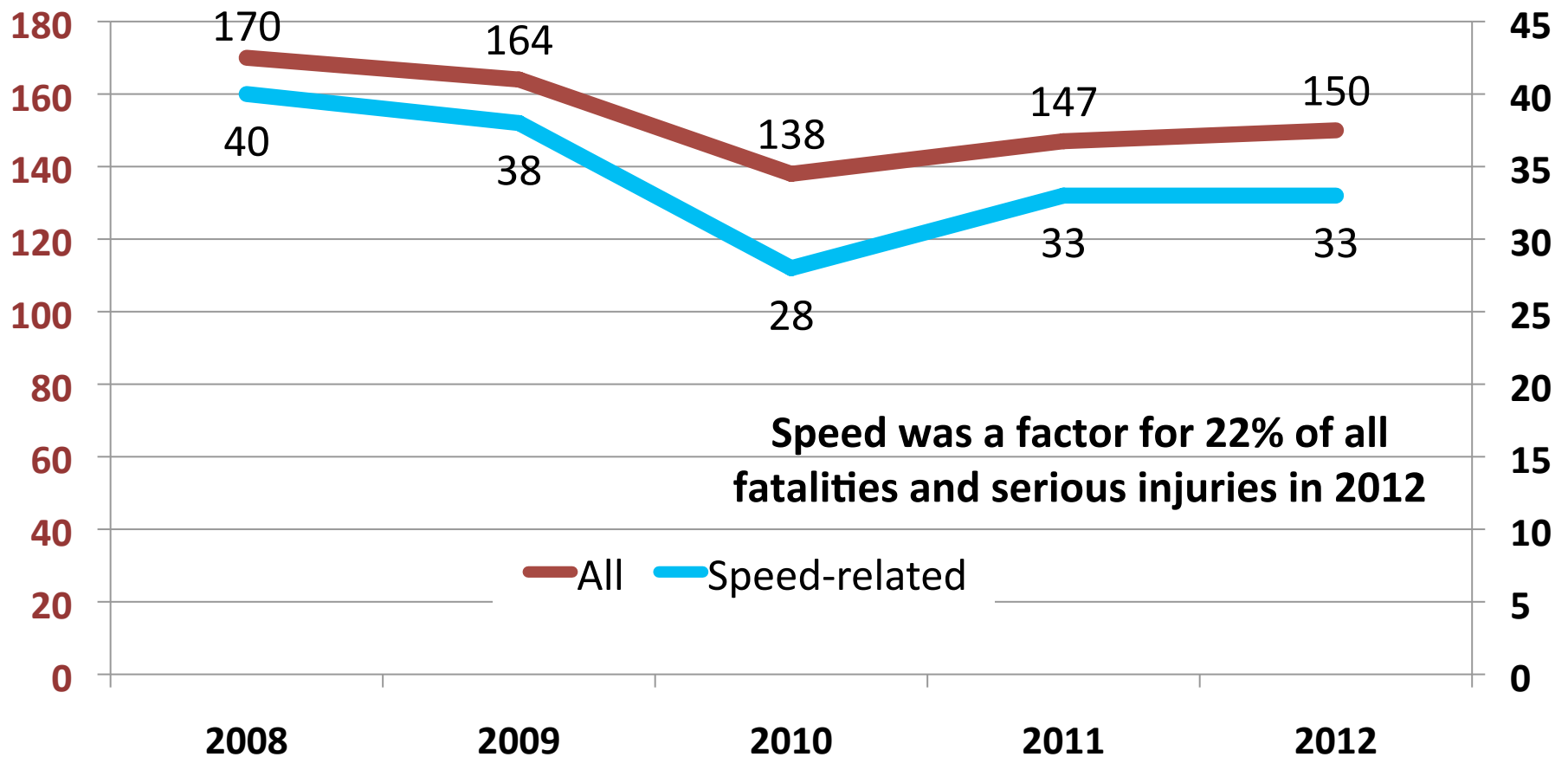
§ Weekends

§ 8 p.m. to 4 a.m.





# Northeast Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries, 2008–2012



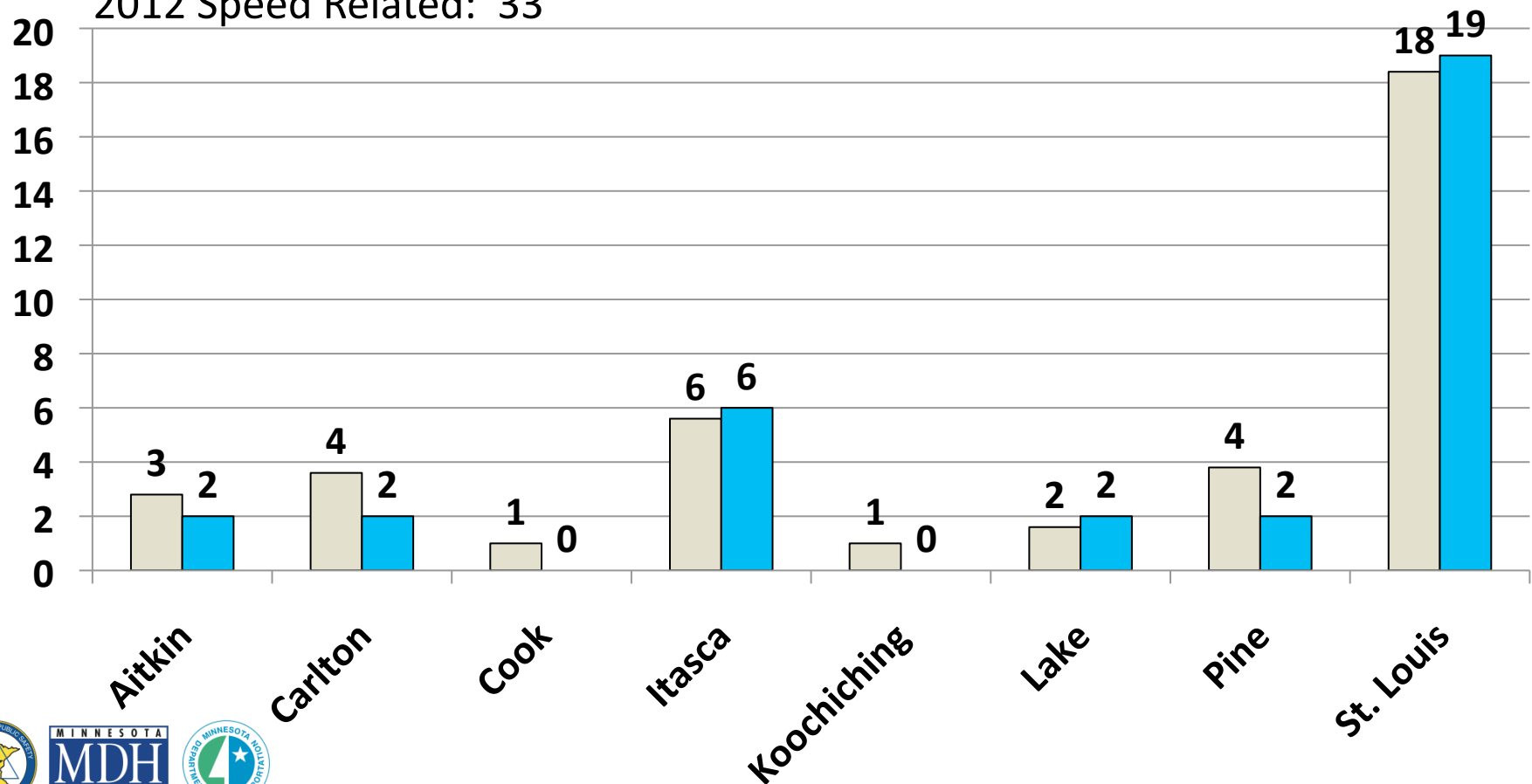


# Northeast Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries by County, 2007-2012

Five Year Average: 38

2012 Speed Related: 33

■ '07-'11 average   ■ 2012



# Northeast Minnesota TZD Region

## Speed-Related Audience

§ Who?

§ Young (16-29)

§ Male

§ When?

§ Weekend

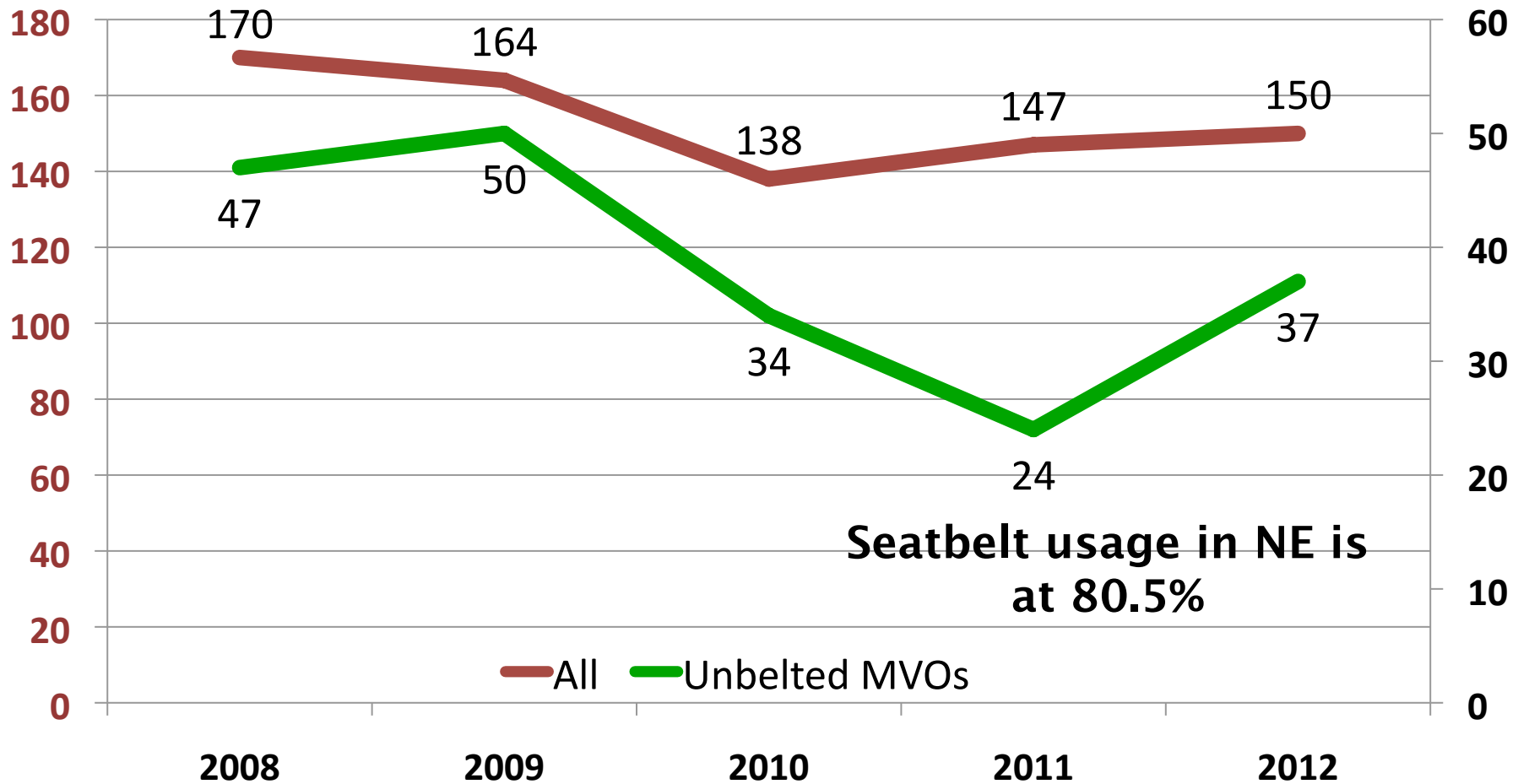
(particularly Saturday)



Any Time

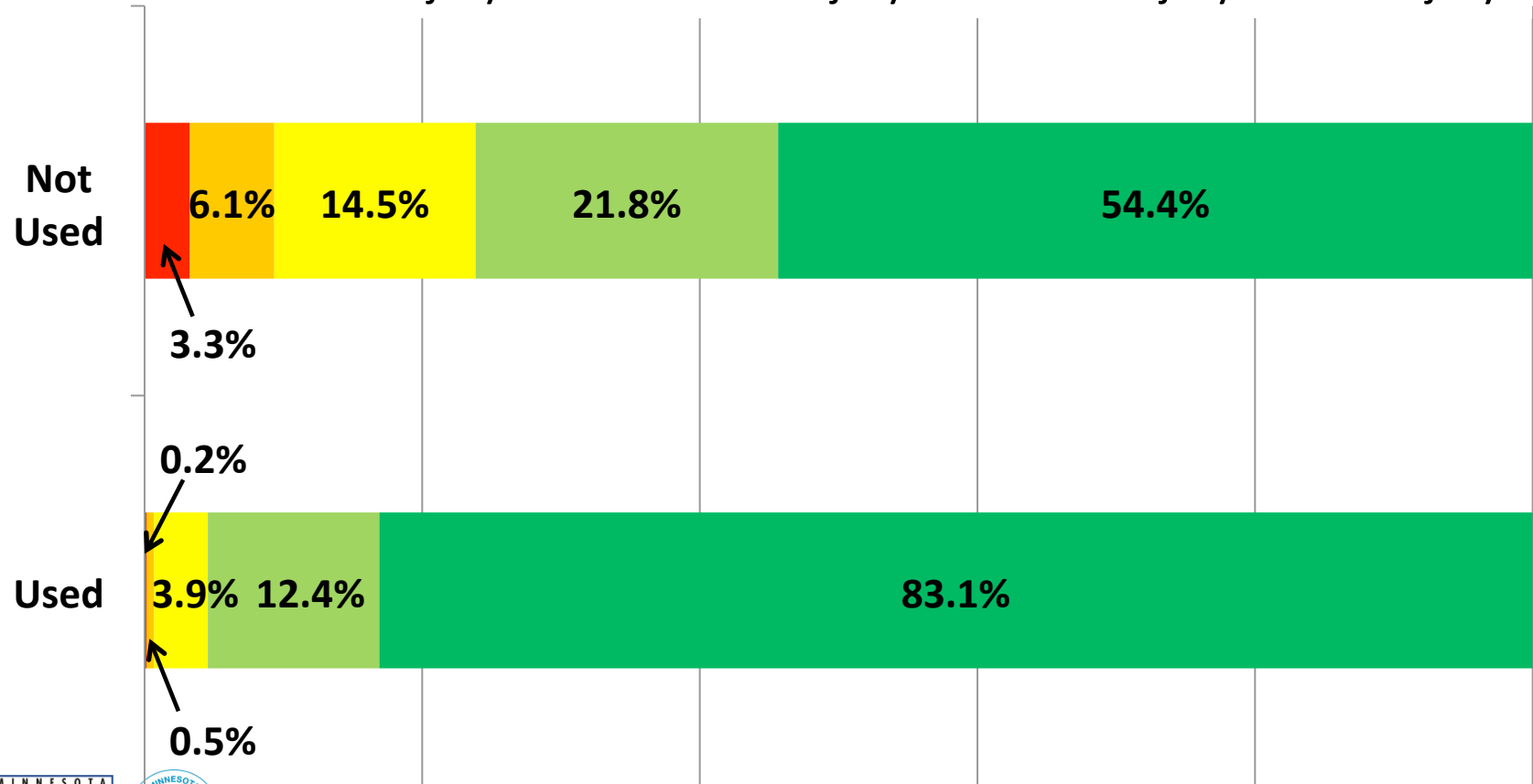


# Northeast Minnesota TZD Region **Unbelted Motor Vehicle Occupant** Fatalities and Severe Injuries, 2008-2012



## Northeast Minnesota TZD Region Percentage of Injury Severity by Belt Usage, 2008-2012

■ Killed   
 ■ Serious Injury   
 ■ Moderate Injury   
 ■ Minor Injury   
 ■ No Injury



## Northeast Minnesota TZD Region **Seat Belt** Audience

### § Males

§ Nearly 3 out of 4 unbelted fatalities & serious injuries

### § Age 17-33

§ Nearly half of unbelted fatalities & serious injuries

### § Alcohol impairment

§ Over half of unbelted fatalities & serious injuries

## Northeast Minnesota TZD Region 2008-2012

### Key Findings

- § Traffic fatalities and serious injuries
  - § Dropped by 12%
  - § Occur more frequently during summer months (particularly July & August)
  - § 1 out of 3 are 15 to 29-years-old
- § Nearly 3 out of 4 fatalities are male

## Northeast Minnesota TZD Region 2008-2012

### Key Findings

- § Greater percentage of inattention-related fatalities and serious injuries among females
- § Over 4 out of 5 alcohol-related fatalities are male
- § Speeding is an over-represented factor in single vehicle crashes – particularly for 15 to 34-years-olds
- § Males are more likely to be unbelted than females

## TZD on the Web

### § TZD Web Site

[www.minnesotatzd.org](http://www.minnesotatzd.org)

